

*Talent,
refined by experience,
represents wisdom;
applied wisdom is power.*

*Organizational Planning
Team Building
Cultural Development & Maturation
Coaching & Mentoring
Continuous Improvement
Strategic Planning
Project Management
Quality Assurance
Secure Architecture & Design
Application Development
Life-Cycle Administration
Process Engineering
Systems Integration
Production Support
Refactoring & Adaptation*

Paul Tomlinson

Information Technology Leadership

I use technology to help people make things, meet challenges, and solve problems.

I instill a culture of eager service in information technology, and cultivate transparency and foster cooperation across departments and boundaries throughout companies and their interests.

I lead the charge, set the standard, create momentum, and generate loyalty and persistent camaraderie. I have crossed the chasms of painful growth from start-up to enterprise, set visions for now and years to come, and balanced constraints and probabilities for realistic and meaningful achievements.

I strive to eliminate crisis and bring mutual benefit to all parties; to establish within business environments a comprehension of the best and most effective ways to ply information technology, and to establish within technology services a well-reasoned pragmatism and elegant level of craftsmanship in meeting the challenges driving business. To create real, lasting success.

And I am at your service.



Paul L. Tomlinson

paul@paultomlinson.net

801.201.1070



Endurance International Group
 2012 — Present
 Web Hosting & Related Services
www.enduranceinternational.com



Special Projects Development & Operations

Led all aspects of information technology for select EIG properties. Collaborated with other senior leaders and corporate governance to establish technical vision, and oversaw the development, implementation, maintenance, and improvement of related departments, teams, processes, and systems. Provided subject matter expertise as internal mentor and external representative to partners and industry alike. Balanced strategic and operational concerns with a focus on effectiveness, quality, and efficiency.

Execution

Merged an existing business unit with an acquisition to grow and monetize its audience, netting \$1.4 million in the first year with a projected growth of 40% annually in customers and 300%+ in revenue.

Built relationships with 35+ corporate brand entities, integrating services across their platforms and properties.

Established and oversaw PMO, SDLC, QA, and financial integration principles, processes, tools, and supporting materials.

Drive

Counseled business leadership on organizational management, customer engagement, and data-driven decision making.

Revitalized stalled departments, projects, and systems to recover from lagging performance and satisfy objectives with resources on hand.

Promoted values, attitudes, and mindsets through mentoring and coaching to develop a responsive and resilient culture.



DATAMARK

Datamark
2010 — 2012
Education Enrollment
www.datamark.com

“Clear communication, results oriented approach, sensitivity to timelines, and creativity in identifying quality but expedited solutions.”

*Shannon Scheiwiller — Sr. Director
Ambassador Programs
(Datamark Client)*

Director of IT Development

Responsible for the entire Information Technology Software Development and Quality Assurance organizations including full budgeting and P&L, processes, personnel, technical direction, and systems integration. Led the technology division from unpredictability to CMMI level 4 inside of four months, tripling total productivity while mitigating historical risks and migrating culture to a business-driven sense of customer service.

Strategy

Coordinated with CEO and VP of Operations to set technical direction in line with corporate vision for short, mid, and long- term financial and strategic goals.

Worked with discipline leaders to inform capabilities, risks, resources, and timelines for internal initiatives and balance relative priorities for execution.

Continually evaluated emerging trends and communicated distilled analysis and recommendations to the Executive Board.

Growth

Helped to establish and actively participated in the New Solutions Development committee to sponsor, set, and execute company wide technical direction.

Worked with high profile established and potential partners and clients to deliver seamless business exchange.

Launched new business verticals with appropriate blends of proprietary and third-party intellectual property.

Mitigated historical personnel and architectural risks, and expanded department by thirty percent.



Amazon.com
2008 — 2009
Online Retail
www.amazon.com

“Provided inspired leadership to a high-profile team covering key operations, focused on meeting challenges in an innovative and cost-effective manner.”

*Chetan Deshpande — Technical Program Mgr.
Amazon.com*

Sr. Manager of Software Development

Assumed leadership of Amazon distribution centers' inbound logistics programs during ramp-up to seasonal peak, including physical and software processes and related development and support organizations. Revitalized coordination with all related supply chain divisions including retail, purchasing, vendor management, transportation, labor management, and warehouse operations, in order to see cross-department projects through completion without disrupting ongoing operations.

Ownership

Responsible for the management and accounting processes of inbound freight at more than forty distribution centers world-wide, comprising 300+ personnel and a \$70 million operating budget.

Direct control of key systems handling tens of millions of inventory transactions daily in a distributed, redundant, fault-tolerant and high-availability environment.

Ultimately accountable for the health and efficacy of the division in meeting corporate objectives including P&L, productivity, and quality.

Vision

Established a three year vision and implementation plan for inbound systems, for dramatic increases in productivity and quality and several million dollars in savings.

Vetted corporate objectives and overlapping department projects for financial justification and stack ranking in accordance with the prevailing direction.

Cultivated training opportunities and trade association exposure for the team to share and develop best-in-industry solutions.



Director of Software Development

Led Overstock.com's retail ERP software development division in the transition from startup (\$238 million/yr) to Enterprise (\$806 million/yr), out of a situation of perpetual crisis management and into an architectural position capable of sustaining multiple years of 100%+ growth.

Overstock.com
2003 — 2006
Online Discount Retail
www.overstock.com

“His knowledge and helpfulness served as a valued resource; it was a pleasure working with him.”

*Jim Abbot — Sr. IT Project Mgr.
Overstock.com*

Performance

Achieved the smoothest running, most profitable Q4 in company history resulting in an all-time high share price and beating earnings estimates by fifty percent.

Increased project completion throughput nearly ten fold through flexible team structures and matured software development lifecycle.

Dropped on-call alerts to Network Operations and Database Administrators over eighty percent by enhancing code efficiency and stability.

Refactored database and systems integration touchpoints to cut large data processing times by more than half.

Leadership

Screened, interviewed, recruited and trained software development staff, successfully quadrupling in-house talent without slowing active projects.

Lowered effective training curve for new engineers over ninety percent through managed risk assignments.

Directed multiple outsource contracts on a combination of development, maintenance, and documentation undertakings to reduce demands on local staff.



United Health Group
2007 — 2008
Insurance and Healthcare
www.unitedhealthgroup.com

Special emphasis on regulatory compliance, financial management, and cooperation with external partners.

Software Development Manager

Took control of an existing development group, managing day-to-day execution of software engineering and support activities in line with corporate standards and long-term department and individual goals. Salvaged ailing offshore relationships and established a record of accurate project estimation and quality delivery.

Maturity

Participated in process design reviews to implement and improve complete SDLC and Project Management controls.

Integrated acquired businesses and resources with corporate processes and standards for regulatory compliance (HIPAA) and quality.

Reviewed requirements and tailored best practices and architectures to realistically improve application performance and reliability.

Oversaw department budget and staffing based on business needs analysis and forecasts.

Implementation

Gathered and approved requirements, created project phases and schedules, and tracked and reported progress to customer, business, and executive representatives.

Managed activities of direct reports and offshore teams to meet project requirements and timelines.

Conducted performance reviews and compensation administration including hiring, meritorious recognition, and corrective action.



Principal Engineer

Architected and developed high-volume enterprise analytics solutions, provided legacy system maintenance, and saw new projects through the full SDLC as a senior contributing architect and developer.

United Online
2006 — 2007
Internet Based Services
www.untld.com

“Paul is a brilliant chap, his insight into both technical and managerial matters has proven thoughtful and helpful.”

*Joseph Hall — QA Engineer
United Online*

Expertise

Quickly came up to speed on eight years worth of legacy code base in an Open Source heavy environment.

Designed and developed a SOX-compliant log analytics platform utilizing self-assembling cluster and plug-in architectures capable of handling 200 million+ records daily on simple commodity hardware.

Courted relationships with third-parties, evaluated products for viability, reviewed agreements with vendors, and deployed arrangements in high-volume environments.

Matured email marketing initiatives including VERP implementation, ISP sender certification and scoring, data analysis, and disparate systems integration increasing deliverability by over forty percent.

Contribution

Supported and extended a legacy code stack responsible for actively serving over eight million websites.

Delivered several high-visibility new development projects both independently and cooperatively across departments.

Mentored and trained other developers in code competency, SDLC intricacies, and data management best practices.

Executive Summary

Highly respected Information Technology Executive with a proven ability to build and manage effective cultures and strong technology teams. Success in defining and implementing policies and controls, and in leading and delivering critical projects across departments and stakeholders: meeting complex challenges with elegant, pragmatic solutions.

Endurance International Group	<i>2012–Present</i>
Datamark	<i>2010–2012</i>
Amazon	<i>2008–2009</i>
United Health Group	<i>2007–2008</i>
United Online	<i>2006–2007</i>
Overstock.com	<i>2003–2006</i>
<i>Dot-com Crunch:</i>	
ChiroElite (IT Team Lead)	<i>2002–2003</i>
Atmedica USA (Sr. Developer)	<i>2001–2002</i>
iLumin Corporation (QA Lab Manager)	<i>2001</i>
Metastorm, Inc. (Sr. Developer)	<i>2000–2001</i>
ErgoWeb (Developer)	<i>1999–2000</i>
Independent Contracting (hardware & software)	<i>1995–1999</i>

Paul L Tomlinson
paul@paultomlinson.net
www.paultomlinson.net

801.201.1070
2073 Windsor Oak Cv.
Sandy, UT 84092